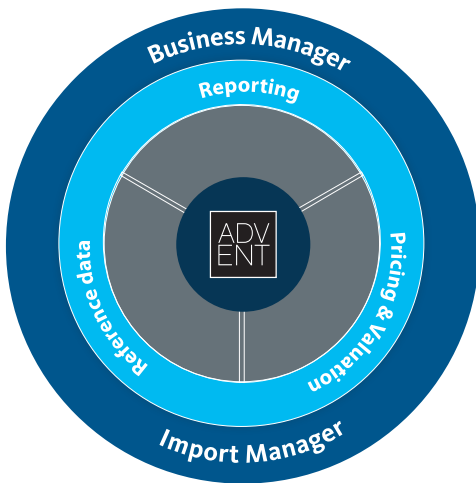


Hosting and Upgrade Service for Advent Geneva®

Broadridge's suite of applications, services and best-of-breed data providers offer a single vendor solution to allow firms of all sizes and complexity to more efficiently scale their business from an operational and technical perspective.



Our industry-proven application and services enable firms of all sizes and complexity to cut operational costs and gain maximum advantage from their Geneva platform.

SCALE YOUR BUSINESS EFFECTIVELY

Broadridge is the only Premier Advent Software solution partner that combines cost-effective managed hosting services with a comprehensive, modular suite of front-, middle-, and back-office applications. Broadridge's applications and managed technology services enable hedge funds and service providers to more efficiently scale their business and lower their Geneva technology and ongoing support costs.

Broadridge's applications offer solutions to eliminate operational and technical costs associated with supporting and servicing complex managers and include differentiating client facing reporting, portfolio management, and order management technology. We offer solutions to expand middle-office support, deliver better client service, and define a strategic advantage when competing for new business.

A SUPERIOR DEPLOYMENT MODEL

By choosing Broadridge's industry-leading fully hosted solution, you can:

- Significantly lower the total cost of ownership associated with managing and operating Advent Geneva
- Minimize staffing requirements around support, upgrading, reporting, and on-going system maintenance
- Simplify the deployment, related security requirements, and eliminate internal infrastructure requirements needed to manage and support multiple Geneva environments
- Leverage Broadridge's global hosting facilities to deploy and locally support Geneva in North America, Europe, and Asia
- Access Broadridge's best-in-class certified UNIX support and version-specific Geneva expertise
- Streamline the Geneva upgrade and testing process with Broadridge's multi-environment ASP delivery model and RSL regression testing applications
- Easily manage multi-client workflows essential to today's global hedge fund administrators and prime brokers

THE EFFICIENCY OF A SINGLE-SOURCE SOLUTION

Broadridge offers a suite of integrated front-, middle-, and back-office tools that complement and enhance Advent Geneva global accounting platform, including:

- Superior reporting, reference data, pricing and valuation, and multi-asset class trade order management solutions that are fully integrated with all versions of Geneva
- A single vendor solution for technology, deployment, and servicing

- Operational and scheduling tools to optimize and automate daily business processes
- Comprehensive solutions to cut operational, IT, reference data, and software costs from the front- to back-office
- Direct access and integration with Broadridge's preferred data and service providers
- Advantage of using a recognized industry standard platform and technology architecture

FRONT-TO-BACK AUTOMATION

Choose the infrastructure solution and deployment methodology that fits your business model by selecting from a comprehensive, modular array of industry-leading tools, all fully integrated with Advent's Geneva "out of the box":

- **Data warehousing and customizable reporting.** Analytics Master offers an integrated data warehouse, report writing, and web design solution that eliminates the need for RSL development and allows for easy third-party data integration to meet firm-wide and client-facing reporting needs.
 - **Client reporting:** Flexible delivery options for client reporting — send reports to clients, access our web-based portal or deliver content to populate your portal.
- **Reference data management.** Security Master integrates industry leading data vendors across all asset classes with Geneva to create a single "golden copy" reference database. Broadridge's supported data adapters provide seamless security setup, on-going terms and conditions maintenance, and corporate action processing. Price Master is a centralized repository of global pricing and market data to support complex pricing, valuation, and data governance requirements.
- **Business integration and workflow.** Fund Administrators and Prime Brokers can efficiently scale their operations by leveraging our data integration, scheduling, and workflow tools.
- **Multi-asset class trading.** Portfolio Master offers integrated multi-asset class order management (OMS), real-time P&L, and pre and post-trade compliance tools to streamline the order management process from decision support and trading to settlement, all in a single application.

Broadridge, a global fintech leader with over \$9 billion* in market capitalization, provides communications, technology, data and analytics solutions. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth. *As of November 2017

broadridge.com

AMERICAS

1 Park Avenue
New York, NY 10016
+1 844 988 3429

EMEA

52 Cornhill, 3rd Floor
London England EC3V 3PD
+44 20 3808 0724

APAC

5th Floor, Ruttonjee Center
11 Duddell Street, Central Hong Kong
+852 5803 8076

- **Bank debt trading and administration.** Credit Master provides complete trading and operational support for bank debt processing including portfolio analysis, trade capture, global transaction entry, settlement closing, multicurrency, and P&L reporting, cash management, compliance, and document warehousing. It is tightly integrated with Geneva to automate facility setup, credit contract data, global transaction processing, pricing, and cancel/correct workflows.
- **Counterparty trade notification and reconciliation.** Tradelink offers firms a standardized counterparty communication network to manage the transferring of mission critical trade, security, and position information to and from counterparties for automated trade notification and daily exception based T+1 reconciliations.
- **Advent Geneva upgrade solutions.** Broadridge offers applications and services to minimize the risks, time, and cost related to the Geneva upgrade process by providing version to version reconciliation tools, full storage of historical Geneva data sets for historical version specific reporting, and custom RSL regression testing.

WHY BROADRIDGE?

- Broadridge has proven expertise as the world's largest Geneva hosting solution
- True differentiation comes from both the quality of the service and the ability to supplement hosting with products and tools that extend the capabilities of Geneva beyond its "out of the box" functionality
- We help our clients decrease their operating expense and total cost of ownership significantly

A FULLY-MANAGED SOLUTION

- 24-hour performance monitoring and comprehensive UNIX support including backups, patching, and "hot site" disaster recovery
- Regular monthly maintenance and software upgrades
- Dedicated QA environment for testing and user acceptance
- Global "tier 1" data centers and offices near leading financial centers
- Secure anytime, anywhere web access
- Highest available uptime leveraging the latest technologies
- SSAE 16 compliant with fully certified hosting facilities

Ready for Next

Communications
Technology
Data and Analytics



Broadridge®